

Message Text

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PAGE 01 COLOMB 01391 211504Z

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ACTION NEA-05

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /013 W

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R 211145Z MAY 74

FM AMEMBASSY COLOMBO

TO USDOC WASHDC

INFO SECSTATE WASHDC 1023

UNCLAS COLOMBO 1391

EO 11652: N/A

TAGS: BFOL, CE

SUBJ: FOLLOW-UP WTDR: CEYLON SERVICE AND SUPPLIES COMPANY LIMITED

REF: A) USDOC 7017; B) USDOC 7506

IN RESPONSE REFTEL B, FOLLOWING WTDR REPEATED (WTJE ORIGINALLY TRANSMITTED AS COLOMBO 105, JAN 11):

1. ADDRESS: 29 ATTIDIYA ROAD, RATMALANA, SRI LANKA.
CABLES: SERSUP COLOMBO OR MT LAVINIA. TELEX: N/A
PHONE: 071-7171. OFFICER:
J.H.V. DE ALWIS, CHAIRMAN
AND MANAGING DIRECTOR.

2. SMALL FIRM ESTABLISHED 1953 EMPLOYING 84, 2 SALES-
MEN. MANUFACTURERS REPS FOR OFF-HIGHWAY
VEHICLES AND ALLIED HEAVY EQUIPMENT. PARTICIPATES IN
TENDERS CALLED BY GSL FOR THE LINES IT HANDLES ON BEHALF
OF ITS PRINCIPALS - EXPORTER OF WOODEN TABLEWARE.

3. FINANCIAL REFS: BANK OF CEYLON, COLOMBO 1.
TRADE REFS: GALION IRON WORKS AND MFG CO,
GALION, OHIO 44833; INTERNATIONAL HARVESTER CO,
CHICAGO, ILL 60611; HEENSLET GROUP OF COMPANIES,
LEEDS, UK.

4. MAJOR FOREIGN FIRMS REPRESENTED: THOSE LISTED
AS TRADE REFERENCES ABOVE.

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5. SITUATION ON 1-1/4 ACRES OF LAND IN THE HIGHLY INDUSTRIAL AREA OF RATMALANA, A FEW MILES SOUTH OF YSE CITY, ITS MAIN LINE OF BUSINESS HAS BEEN SLIGHTLY AFFECTED BY THE OPERATIONS OF THE STATE OWNED TRACTOR CORP, WHICH IS A MONOPOLY IMPORTER OF WHEELED AND CRAWLER TRACTORS. NONETHELESS, THIS CORP NOT BEING IN A POSITION TO SERVICE THE EQUIPMENT IT IMPORTS, THE SUBJECT FIRM CONTINUES TO ENJOY THIS

BUSINESS AND HAS ON HAND A FAIR QUANTITY OF SPARES TO SERVICE MACHINES IT IMPORTED IN THE PAST FOR SOME TIME TO COME. THE EXECUTIVE OFFICER IS AN EX-MILITARY ENGINEER AND EXPERIENCED ADMINISTRATOR. THE FIRM MANUFACTURERS WOODEN TABLEWARE FOR EXPORT. IT WAS RECENTLY SUCCESSFUL IN NEGOTIATING THE SALE OF SOME 30 ODD HEENSLET DIESEL-LOCO SWITCHERS TO THE GOVTS RAILWAY, AN INDICATION OF ITS SALES CAPABILITY ON BEHALF OF ITS PRINCIPALS. LOCAL BANKING SOURCES REPORT A SATISFACTORY ACCOUNT AND CONSIDER THE FIRM GOOD FOR ITS ORDINARY BUSINESS ENGAGEMENTS. IT IS RECOMMENDED AS A TRADE CONTACT FOR INTERESTED AMERICAN FIRMS.

6. DATE OF INFO: 12/73.

VAN HOLLEN

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